

# ELECTRIC REFRIGERATION NEWS

The business newspaper of the electric refrigeration industry

VOL. I. No. 8

DETROIT, MICHIGAN, JANUARY 19, 1927

PRICE FIVE CENTS

## NO NECESSITY FOR PRICE CUTTING

Quality in Material and Workmanship Essential to Success

By Thos. E. Carpenter,  
Vice-President and General Manager  
Rice Products, Inc.

Electric refrigeration is rapidly becoming accepted as a big factor in American family life. Women are more and more concerned with every aid that contributes to safety and comfort.

Recognizing this interest, and the vital importance of dependability, the Rice engineers, trained by years of experience in navy practice, equipping naval vessels and large yachts with refrigerating equipment, are convinced that quality in material and workmanship are the main factors of a successful machine.

We are endeavoring to establish a machine, built to navy standards, for the home at a price consistent with the ever-broadening field of Domestic Science. Our success in selling a quality machine at our own price certainly bears out our contention that there is no necessity for price cutting at this time.

We believe that the factory is the place to protect our merchandise, rather than in somebody's kitchen. Hence we are enforcing the same rigid engineering accuracy and precision as this company has been used to in its past endeavors.

Possibly the major need in the selling field of electric refrigeration today is education of the A. B. C. variety. We will then arrive at or near the goal of making a product easy to handle profitably and, therefore, easy to sell.

We are inclined to agree with Senator Couzens on the deferred payment issue. He states that there is no need of running wild. If the dealer has a reasonable and adequate margin of profit, he will adjust his own selling policy. He knows his own area and his competition far better than the manufacturer ever will. The meat of the coconut is to select dealers wisely and see that they are thoroughly informed.

Electric refrigeration is growing better every day. Problems are yet to be solved but the future offers tremendous potentialities.

## GENERAL REFRIGERATION SALES CONFERENCE IN BELOIT

Prizes Distributed to Winners in Winter Sales Contest

Nearly 200 delegates attended the annual sales conference of representatives and distributors of the General Refrigeration Company, which was held in Beloit, Wis., during the past week. The concluding session of the meeting was characterized by C. A. Pearson, general sales manager, as the most successful and enthusiastic conference ever sponsored by the organization.

Among those attending the annual banquet held at the Hotel Hilton, January 14, were H. A. von Oven, President of the Beloit State Bank, and A. R. Floberg, President of the Manufacturers' National Bank, Rockford, Ill. Short informal addresses were given, all of which reflected optimism for 1927 and for future years.

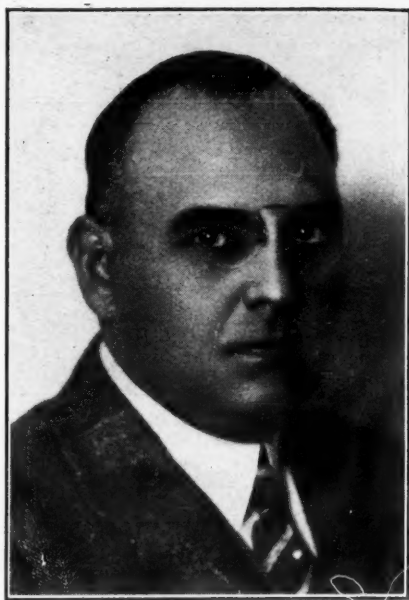
Distribution of prizes in money and merchandise valued at \$10,000, to winners in the sales contest during the last two months of 1926, was the principal event on the banquet program. These prizes represented the record-breaking sales performance for November and December, months usually considered dull.

The following heads of distributing organizations were present: C. A. Aug, Cincinnati; F. H. Ahrens, Madison; R. A. Anderson, Wichita, Kas.; H. E. Bender, Denver, Colo.; B. J. Blume, Charlotte, N. C.; C. F. Barnhart, Baltimore; J. B. Best, Peoria, Ill.; C. Baier, New Brunswick, N. J.; W. F. Bishop, New York City; Dean F. Baker, New York City;

(Continued on Page 2)

## Propose Detroit Section of A. S. R. E.

A movement, led by George B. Bright, refrigerating engineer and architect, 2615 Twelfth Street, Detroit, Michigan, is under way to start a Detroit section of the American Society of Refrigerating Engineers. A letter is being sent to persons interested in refrigeration, asking their co-operation and outlining the proposed organization.



T. E. CARPENTER

## LAMSON ANNOUNCES APPOINTMENTS

S. W. Phelps to be Wholesale Manager

Samuel W. Phelps has been appointed Wholesale Manager of the Lamson Company, Refrigeration Division. Until recently Mr. Phelps had been vice-President of the Smith Ironer Company, and previous to that was Sales Executive for many years for the "1900" Washer.

Harry A. Bell, for a number of years with the Eden Washing Machine, has been made southern field representative for the Lamson Company.

George A. Boivin has been appointed Chicago district manager for the Lamson Ice Maid organization. Mr. Boivin, until recently, was with the Servel Company, and for several years previous was the assistant district manager of the Chicago office of the Hoover Company, covering eleven Western States.

J. M. Mero has been made assistant general manager, with headquarters at Syracuse.



B. A. McDONALD

## B. A. McDONALD ELECTED HEAD OF REFRIGERATION DISCOUNT CORPORATION

B. A. McDonald, formerly president of the Commercial Credit Trust of Chicago, has been elected president of the Refrigeration Discount Corporation, also vice-president and treasurer of the Electric Refrigeration Corporation. He assumed his new duties January 1.

Mr. McDonald brings a wealth of valuable experience from the discount field, and a wide acquaintance throughout the United States and Canada.

His experience and high standing in banking circles places him in a position of advantage for handling as vice-president and treasurer the fiscal affairs and program of Electric Refrigeration Corporation. Mr. McDonald's manufacturing and operating experience arises from an association of five years with the Advance-Rumley Company.

The entire stock issue of Refrigeration Discount Corporation is owned by Electric Refrigeration Corporation, and the company has been organized for the purpose of handling exclusively deferred payment paper arising in the different branches of the refrigeration industry in which Electric Refrigeration Corporation is interested.

## THE INDUSTRY OF OPPORTUNITY

Past Progress Most Satisfactory and Future Exceptionally Bright

By A. P. de Saas  
Vice-President, Coldak Corporation and President, Alaska Refrigerator Company

Electric refrigeration is indeed such. Opportunity, progress and industry—while not synonymous terms—have grown in recent years so closely allied that upon the stability of either very largely depends the genuineness of the other. One may note that the realization of either of these very desirable conditions often depends upon more than one meritorious or necessary commodity. Rarely does one find incorporated in the promotion of a single article the diversity of contributing factors that practically assure the realization of the desirable conditions mentioned.

The past two decades have experienced the introduction and growth to stability of several individual commodities, the manufacture and sale of which have developed to that stage of usefulness which admits of their being dignified as "necessary industries." Among those may be mentioned the automobile, and more recently, the radio. Attending the inception of each of these industries, both of which now supply the needs of millions of people in this and other countries, was a mingled feeling of hesitancy and doubt. The duration of this period was marked by rapid expansion, brought about chiefly by the combined efforts of manufacturers of these commodities to place themselves in a position of leadership. Also many of these manufacturers entertained divergent ideas of leadership. But they were in agreement on one point; i. e., that unless there existed sufficient consumer demand, the distribution of their product could not be maintained at a profit. Much capital and a great deal of time and energy were expended by these same manufacturers in endeavoring to locate a market that would absorb the product they manufactured and bring a fair return on the capital invested. The less progressive companies were compelled to step lively, or get out of business.

When this war was begun in the automobile industry, many cars became so cheap that there was more than one automobile for each family in this country.

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## GOODWIN AND FEIKER RESIGN FROM S. E. D.

Feiker Becomes Managing Director of Associated Business Papers

William L. Goodwin and Frederick M. Feiker, operating vice-presidents of The Society for Electrical Development, have resigned as managers of the headquarters organization at 522 Fifth Avenue, New York, effective January first. No information has been received regarding the appointment of their successors by the Board of Directors.

Mr. Feiker has been appointed managing director of the Associated Business Papers, Inc., New York, succeeding Jesse H. Neal. The co-operative electric refrigeration promotion program carried on during the past year by the Society was directed by Mr. Feiker. He also had charge of advertising and publicity programs devoted to other commodity groups in the electrical field.

The Red Seal Plan "to assure adequate wiring for convenient electrical service in the home" and the national market development program looking toward the coordination of all cooperative promotion activities throughout the industry were developed under the direction of Mr. Goodwin.

Under the management of Mr. Goodwin and Mr. Feiker the Society has made great strides forward and has become one of the major organizations of the electrical industry.

## CALIFORNIA EDISON TO SELL SERVEL

The Servel Corporation has just concluded contract whereby the Southern California Edison Company will sell Servel refrigerators exclusively during 1927. The company has 350,000 meters, 66 display points and serves a population of over two and a half million people.

## New Home of Electric Refrigeration Corporation Dedicated

Over 4,000 Distributors, Dealers and Guests of Kelvinator, Nizer and Leonard Divisions Attend Ceremony

More than 600 of the principal distributors and dealers from all sections of the United States assembled at Detroit January 10-14 to attend the Second National Kelvinator Convention and assist in the dedication and corner-stone laying of the new home of the Electric Refrigeration Corporation.

Invited guests, executives and employees of the corporation, numbering over 4,000, were present at the formal opening January 11, and were conveyed to the plant in 75 double-deck busses. President A. H. Goss welcomed the guests, reviewed briefly the company's history and then introduced the speaker, Dr. Clarence Cook Little, president of the University of Michigan, who spoke on "The Romance of the Scientific and Economic Achievements of Lord Kelvin." Dr. Little said in part:



A. P. DE SAAS

## FRIGIDAIRE FIELD MEN MEET IN DAYTON

Advertising, Supervision and Man Power Paramount Ideas in 1927 Plan

Man power, supervision and advertising are the three cardinal points in success of the 1927 Frigidaire sales program, J. A. Harlan, household sales manager, told 300 field men at the opening session of the Frigidaire Sales Convention held in Dayton Jan. 5 and 6, at the Engineers' Club.

"Frigidaire has won general acceptance," he said. "People know what it is—what it will do. All that remains is to bring it to their personal attention, apply it to their needs. Hard work, backed up by intelligent supervision of salesmen, plus the advertising we expect to do, will do the job."

Mr. Harlan suggested a basis for figuring the man power required to sell a specified quota, to enable the field men to set up the sales organization necessary to handle the business expected from any particular district.

National newspaper and outdoor advertising plans for 1927 were explained by B. B. Geyer. D. H. Odell discussed sales promotion, direct mail and window display. R. G. Hutchinson talked on financing of sales and R. L. Lee on sales educational activities.

Attendance at the national convention in 1928 will be based upon attainment of a specified quota. H. W. Prior, general sales manager, told the field men. In the past, attendance at the convention has been based upon sale of a specified amount of business, regardless of the actual potential sales of the territory considered. The change in the scheme gives salesmen in smaller territories the same chance to attend the convention that those from more attractive territories enjoy. Mr. Prior said.

Other sessions were devoted to discussion of the commercial market, public utility connections and dealer operations.

A banquet in the ballroom of the Miami Hotel closed the two-day convention, which was attended by representatives of distributors and branch managers from all parts of the United States. E. G. Biechler, President and General Manager; R. D. Funkhouser, Vice-President, and H. W. Prior, General Sales Manager, also addressed the meeting.

## ESSENTIAL to efficient electric refrigeration



"Lord Kelvin accomplished the life work of many men of genius rolled into one, but what is even more, he discovered a new world of progress of effort, of achievement, of invention, a world where the creative mind of science could roam and where for the years since his discoveries it has come upon one gold mine of truth after another. His life was a great adventure nobly carried out.

"His life was also an excellent example of the principle the progress in human knowledge depends upon alternating periods of freedom and control. We know of his brilliance in the field of research, that he discovered many important principles. Even during a lecture his mind would discern some new idea and, swerving, sweep on it like a hawk. His mind at such times was free—unhampered by rules or by previous entanglements of any sort. But it is also recorded that he asked of every new idea 'of what use will it be to mankind.'"

"Overcrowding in cities has not eliminated isolation—a new isolation has taken the place of mere distance. Between potentially sympathetic individuals stand thousands of unsympathetic, not interested, not alert minds. Politicians have become mere job hunters because of it, and voters, realizing how little their individual votes mean, have become apathetic. We are in serious need of a general adjustment.

"Now, however, we can no longer look for the single mind in science, alone and unaided, to make the most of its opportunities. There has been a new environment thrown around humanity even in the brief period since the death of Lord Kelvin. In the two decades that have passed there has come an atmosphere of socialization of humanity. Man has turned on himself and on his problems the battery of his own power of investigation. Universities are awakening to their duty for leadership in this field. Research conducted along broad lines by a group of associated scientists will become the common experience of the next ten years."

Following Dr. Little's address, a buffet luncheon was served in the factory building. At its conclusion the executives of all the divisions, together with the branch managers, participated in the ceremony of setting the cornerstone of the new administration building.

The 600 key men of the organization that spent the week at the convention were guests of the Electric Refrigeration Corporation and most of them were quartered at the Book-Cadillac Hotel. For the convenience of these guests, 15 large motor busses were used to convey them to and from the plant and hotel. Following is the program of the convention:

### Program

MONDAY, January 10th—  
Morning Session  
G. M. Dwyer, Sales Manager, Kelvinator, Chm.  
The Past, the Present and the Future  
—A. H. Goss, President, Electric Refrigeration Corporation  
Kelvinator Incorporated—Why  
—H. W. Burritt, Executive Vice-President, Kelvinator, Inc.  
The Idea Behind Our New Plant  
—W. D. Mercer, Vice-President, Electric Refrigeration Corporation and General Manager, Kelvinator Division  
Keeping the Plant Filled  
—C. W. Matheson, Vice-President, Kelvinator, Inc., and Director Kelvinator Sales  
Our New Plant  
—M. J. Morell, Assistant Treasurer, Kelvinator, Inc.  
Inspection of Plant  
(Continued on Page 4, Column 4)

## RUSSELL MADE MANAGER OF KELVINATOR—ALBANY

Announcement has been made of the appointment of Amos E. Russell as manager of Kelvinator-Albany, Albany, N. Y., with offices at 194-196 Lark street.

Mr. Russell is well known in Albany, having been sales manager of the company for the past year. He came to Albany in 1920 as sales manager of Cluett & Sons, piano dealers, and was associated with this concern for several years.

The new manager was toastmaster of the annual sales dinner of the Kelvinator-Albany Co., held at the Colonie Plaza, Albany, New Year's Day. M. A. Kelsey of the Kelvinator organization in Detroit





C. F. STEVENS

## FRIGIDAIRE EXPANDS DETROIT BRANCH

160 Now Employed in Sales,  
Installation and Service

The plant formerly occupied by the Northway Motor Co. at Maybury Grand and Hancock avenues, has been taken over by the Detroit branch of the Frigidaire Corporation. The building is owned by the General Motors Corporation, of which Frigidaire is a subsidiary.

Frigidaire retains its show rooms in the General Motors Building but has moved its general offices, sales, accounting, educational, warehouse and service department to the new quarters. The building has been remodeled and offices have been provided on two floors. A railroad siding has been provided into the center of the building to facilitate handling material. In all 65,000 square feet of floor space is utilized and an entire floor is held for future expansion.

R. F. Calloway, manager of the Detroit branch, reports that there are now 100 salesmen and 60 men in the warehouse, installation and service departments. The Detroit branch was opened in 1922 with Mr. Calloway as sales manager, two salesmen, one clerk and four installation and service men.

Frigidaire last year did \$82,000,000 business as compared with \$40,000,000 in 1925 and plans to double its business this year. This calls for the sale and production of 600,000 units. Mr. Calloway says it is expected that by 1931 the production will have reached 1,500,000 units.

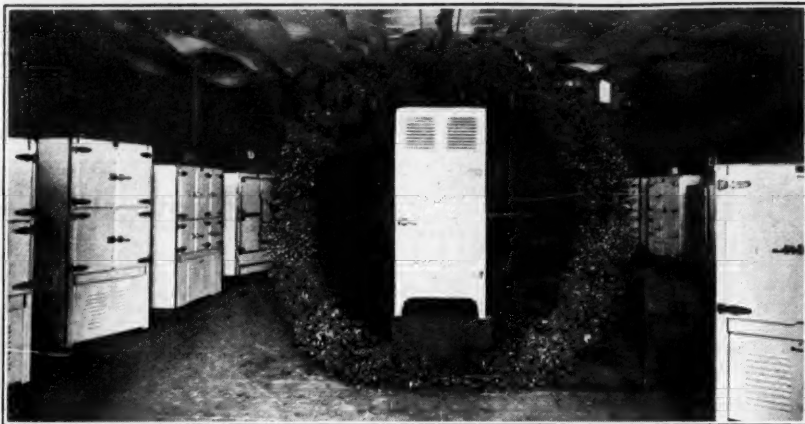
## SALES CONFERENCE IN BELOIT, WISCONSIN

(Continued from Page 1, Column 1)

Dee Brown, Little Rock, Ark.; J. C. Bogle, Elkhart, Ind.; H. P. Beckman, Marquette, Mich.; W. Batchelder, Chicago. W. J. Bray, Chicago; G. H. Gross, Charlotte, N. C.; R. W. Co., Dallas, Texas; C. B. Coombs, Louisville; M. J. Carmack, Charlestown, W. V.; H. F. Court, Day-ent, Iowa; G. K. Kulp, Elkhart, Ind.; R. F. Denny, Washington, D. C.; J. H. Daley, Denver, Colo.; P. O. Domke, Omaha, Neb.; E. A. Daniels, Kansas City, Mo.; J. Davidson, Miami, Fla.; Henry A. Esswein, Minneapolis, Minn.; A. B. Edmonds, Knoxville, Tenn.; W. B. Evert, Milwaukee; O. A. Ferguson, Columbus, Ohio; R. C. Follett, Detroit; M. R. Geng-nagel, Ft. Wayne, Ind.; Harry L. Hanson, Butte, Mont.

R. A. Hoyt, Boston; R. W. Hughes, Pittsburgh, Pa.; T. R. Harbaugh, Milwaukee; W. J. Kampman, Rockford, Ill.; J. W. Klein, Pittsburgh; William Kies-bury, Pittsburgh, Pa.; G. M. Kammeren, Wausau, Wis.; G. F. Kampman, Rock-ford, Ill.; Ira Lounsbury, Madison, Wis.; J. M. Lounsbury, Madison, Wis.; T. B. McClintock, Boston; W. J. McGregor, Sydney, Australia; K. B. Nash, Peoria, Ill.; F. H. Nucci, Boston; D. W. O'Brien, Omaha, Neb.; R. G. Osborn, Dayton, O.; Francis Olavarrieta, Mexico City, Mex.; W. H. Percival, Des Moines, Iowa; Samuel Perstein, Trenton, N. J.; C. W. Pad-gett, Springfield, Ohio; H. N. Popky, Wilkes-Barre, Pa.

W. A. Ritchie, Salt Lake City, Utah; D. C. Rulo, Fort Wayne, Ind.; F. H. Ray-field, Atlanta, Ga.; M. J. Rankin, Buffalo, N. Y.; W. G. Smith, Memphis, Tenn.; L. B. Steeb, Cleveland; Benjamin Sias, Boston; A. L. Sullivan, Boston; H. D. Stephens, Knoxville, Tenn.; A. B. Sulli-van, Pittsburgh, Pa.; J. L. Shrode, St. Louis; M. W. Stoms, Buffalo, N. Y.; D. Stoplet, Trenton, N. J.; E. M. Strass, Chicago; C. Q. Sherman, Wilkes-Barre, Pa.; J. D. Tindall, Atlanta, Ga.; W. J. Way, Houston, Texas; C. W. Wilson, Bir-mingham, Ala.; W. R. Williamson, Indian-apolis, Ind.; A. H. Witt, Chicago; R. Wishart, Indianapolis, Ind.



Display Room of California Copeland Sales Company.

## California Salesman Wins National Copeland Contest

C. F. Stevens, of Los Angeles, Rolls Up \$40,000 Total Between  
October 11 and December 10—Winter Drive Brings  
Good Results in Other Cities

By H. N. MacArthur  
Advertising Manager, Copeland Products, Inc.

Selling electrical refrigerators in the fall and winter months has been proved by the Copeland Products Company, Detroit, to be a highly profit-able effort. A notably successful inter-city and nation-wide sales contest, conducted by that company between October 11 and December 10, shows that the fall and winter markets for refrigerators of the electrical variety can be made to give excellent returns for the sales efforts expended.

There were fifteen inter-city contests between distributors, while all of the salesmen were contestants for a long list of attractive prizes. In the inter-city contests eight cups were awarded to the winning distributors in the following cities: Los Angeles, New York, Tampa, Richmond, Detroit, Boston, Providence and Newark. There were prizes for all who excelled, and these prizes, of course, were given to those who made the greatest number of sales during the contest period.



An Electric Sign Carries the Message, "Cooled by Copeland."

The unit of the contest was the "ice-cube" which represented a certain amount of business brought into the company's distributors. This unit was based on the factory prices of the Copeland line, and was governed by certain rules drawn up by a rules committee, which was designated the "General Staff."

The contest was termed the "battle of the ice cubes" and during its progress a barrage of sales literature was sent to the competing districts and cities. This literature was written from the angle of the battlefield and carried all of the phrases so frequently used in war news. The results of the contest were published from time to time to inspire those who were lagging to produce better results and spur them on to greater effort.

This contest showed a great many things. It proved that the sales of electrical refrigerators can be maintained throughout the winter months with proper sales and marketing efforts. It also proved that the climate of the districts in which the sales are being made has a negligible effect on marketing, and that there is ample business for refrigerator men even in the ice-bound sections of the country.

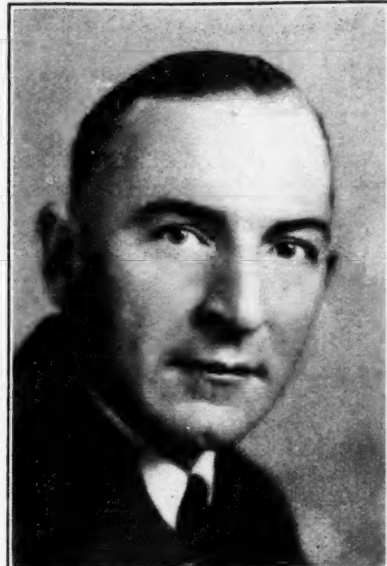
A study of the results of the Copeland Products contest will be of interest. Los Angeles finished first with a remarkable record and led the whole of the United States. It was pitted against Cincinnati

and Cleveland, working together, and scored substantial gains over both of these eastern cities. Now, at first glance, one might say that this could be expected because Los Angeles has the warm winters of southern California, and it is natural that refrigerator units could be sold there in greater numbers because of this fact.

### New York and Chicago Contestants Close Rivals

Further study of the results of the contest, however, show that, in volume of sales, New York and Chicago were close rivals in volume of business done. New York led Chicago by a comfortable margin in total of sales made. In this respect, Detroit, St. Louis, Boston, Providence, Newark and Pittsburgh were well up towards the top, and in some of these cases the cities were ahead of the southern centers such as Tampa, Richmond and San Francisco.

It must be borne in mind that the residents of southern California are actuated by seasonal buying prejudices the same as other communities, and when these were adverse to the sale of Copeland, the sales resistance had to be broken down by salesmanship of the highest order, just as might be expected in the more northerly cities.



H. N. MACARTHUR

In addition to seasonal prejudices, many California homes and apartments have what are known as California coolers. The foodstuffs are placed in these and cooled by the air drafts passing through them.

In homes that were equipped with this type of cooling system there was usually no place to put a Copeland, consequently many installations had to be made in the purchaser's dining room.

The grand prize, "Sealed Orders," containing a substantial check to the salesman who made the greatest number of sales and hence accumulated to his credit the largest number of "ice cubes," was announced early in the battle. It had the effect of stimulating the efforts of the salesmen as it was the choicest prize in the long list of rewards to the men who made the greatest effort.

### Story of the Winner

The story of the winning salesman, C. F. Stevens, of the California Copeland Sales Company, has many points in common with the other first prize winners of the country. Mr. Stevens had many rivals who gave him plenty of competition. They all assure him of sturdy competition whenever Copeland stages another contest. Stevens, however, wound up his contest battling as hard as possible. He came out victor with more than \$40,000 worth of Copeland sales during that period between October 11 and December 10.

The facts regarding Stevens' history are interesting as they show that the chief qualifications of a successful salesman of electric refrigerators are the ability to work hard and keep everlastingly at it. These are the same qualifications that are required of salesmen who are successful in other lines.

Stevens has been selling Copeland refrigerators for just six months. Perhaps there is more selling inspiration to be found in the record he has just set if you contrast it with his record for the first two months he was with Copeland. During that entire time he did not make one single, solitary sale.

Maybe if Mr. Stevens had not had a long experience of successful selling behind him he would have become discouraged. He admits he was rather discouraged at times, but his discouragement was overshadowed by his conviction that he was representing highly saleable merchandise that people needed, and that there could be no reason why as experienced a salesman as he could not sell it. The third month he got some business, and the fourth was better still. When the national contest was announced, he set out with a full determination to win first place, and he did it. The contacts that he made during those discouraging and unprofitable first two months paved the way for his victory.

### Varied Experiences in Past

Stevens was trained as a civil engineer, and followed that profession for several years. Then he went with Westinghouse and sold lamps for nine years. Then he got the most valuable training of his sales career in three years put in with a company that specialized in selling bankrupt stocks of various sorts. "That was real training," says Stevens. "One week I might be selling candy, the next heavy hardware, and the next shoes. If anything will teach a salesman resourcefulness, that sort of work will."

Two years ago Stevens joined the sales force of Listonwelter & Gough in Los Angeles, and for a year and a half with that company sold electric washers, vacuum cleaners, and other electric devices, chiefly to the trade though on many occasions he went out with dealers and helped them put over sales to customers.

Becoming thoroughly sold on the great market for Copeland refrigerators, he started selling them six months ago. Most of his sales have been made in Glendale, a fast growing suburb of Los Angeles, and many of his sales have been made to builders and contractors. It was the successful closing of deals that put Copeland into three apartments which took a total of 100 units that put Stevens into first place in the national contest.

Stevens is 40 years old, married, and has two children. Incidentally, all of his apartment house sales have been made in direct and very spirited competition, and Stevens has been extremely successful in meeting this competition with the Copeland individual units in spite of their considerably greater cost.

## DE SAAS SEES ELECTRIC REFRIGERATION AS THE IN- DUSTRY OF OPPORTUNITY

(Continued from Page 1, Column 3)

This period was again marked by a still greater expansion, which brought about a cycle of production bordering on the frantic. In many cases quality was sacrificed to reach a certain market.

Some of the sounder companies engaged in the manufacture of automobiles during both these periods, realized that in order to properly supply the needs of the market to which their product appealed, it was absolutely necessary that their position with regard to quality and price be firmly fixed. The result has been that in both the automobile and the radio industries, there have grown several large organizations each manufacturing a product—the quality being measured by its price.

### Public Acceptance Most Gratifying

Almost the same cycle of progress may be noted in the electric refrigeration industry and it may also be stated that electric refrigeration is now experiencing its "growing pains." However, electric refrigeration has appeared without question to the public in general as being a necessary commodity. This industry has been protected into the midst of the era of conservation through which we are now passing. Simplification must, therefore, be the keynote of a product which will meet the underlying economic purpose; i. e., the elimination of waste.

During the year just ended the expansion of electric refrigeration has been phenomenal. Its acceptance by the consuming public has been most gratifying to all those engaged in the manufacture of devices for mechanical refrigeration purposes. However, some manufacturers in attempting to increase their production have apparently considered that price alone is the determining factor in the distribution of this commodity. This condition, if maintained, cannot be expected to produce the results hoped for or bring adequate returns on the invested capital necessary to conduct a business that will live.

### Distributors and Dealers Must Be Guaranteed an Adequate Profit

Distributors and dealers must be guaranteed an adequate profit in order to attract substantial business men as representatives in a dignified and fascinating occupation. Opportunities are, therefore, numerous for dealers, distributors and other sales organizations; not alone from the standpoint of earning money, but also for experiencing satisfaction from having advanced an industry which will immeasurably benefit everyone.

Nineteen twenty-seven will more than likely crystallize quality in the mind of the consuming public. Then buyers of electric refrigeration, in seeking to supply their needs, will regulate their purchases accordingly. There are several excellent refrigerating machines today being manufactured, in small quantities, which when greater demands are made upon their production departments, it is doubtful whether the strain can be survived.

### Central Stations Will Benefit

Central stations will benefit from the use of current, brought about by the adoption of electric refrigeration, perhaps more than from any one factor introduced in recent years. Nineteen twenty-seven will witness the installation of thousands of electric refrigeration machines and the central station executives will be compelled to give a careful regard to the type of installation they recommend. Otherwise increased service costs will more than offset the profit accruing from added current consumption. The ideal hoped for in electric refrigeration will be obtained by the manufacturer who produces machines which have been constructed with such simplicity and precision that the expense of servicing after installation approaches a minimum. The tendency along this line is toward the elimination of movable parts that may be subject to wear. To this may also be added increased attention directed toward accurate installation.

We may reasonably expect that in 1927 the general public will demand an electric refrigeration machine that will meet the requirements of absolute dependability under the most severe service conditions, and which will operate economically when subjected to such tests. Price will not very greatly affect the purchase of such a machine, because an installation of this nature will become an investment instead of an expense.

The company whose interest the writer is privileged to serve early realized the tendency toward the factor mentioned previously in this article—that of conservation—and has endeavored to meet this requirement in its products. How well this work has been done is growing daily more apparent from the enthusiastic reception of its electric refrigerating devices. The company's pledge to the public will be maintained.

By and large the electric refrigeration industry has progressed most satisfactorily and its future is exceptionally bright. Those manufacturers who have been in business for a period of seven years or more, and have organized to a point where the satisfaction of the ultimate users becomes paramount in their minds, will at the end of 1927 look back on a year of great prosperity. Prosperity not alone for themselves but for the entire industry as stabilization is requisite for sound progress.



# Formulating A Display Policy For Electric Refrigerators

**Analysis of the Problem—Six Important Considerations Which Determine the Character of an Effective Display**

By Ernest A. Dench

"Neither price nor terms are gnawing away at the electric refrigerator window display. Allah be praised for that," was the terse manner in which a display manager declared himself on the subject.

The display man quoted had recently taken over the show windows of an electrical company, after several years with a popular-priced furniture concern. He found himself forced to radically change his interpretation of display salesology.

His former employers demanded that each and every striking window display be reflected immediately in the cash register and credit department. They didn't care what tactics were resorted to so long as people came in to buy—even though it was on a "dollar down, dollar a week" basis.

The displays shrieked price from every corner. One time there would be a refrigerator at a tempting figure, with a month's free supply of ice cream thrown in for good measure. Or a drip pan would be the premium. If it happened to be the end of summer, an assortment of branded foods would be held out as the big inducement.

Under such conditions the display manager never got a chance to sell the woman on perfect insulation, or a cabinet in a white enamel finish that would harmonize with the rest of her kitchen, or an ice box large enough for a growing family.

An alert student of merchandising tendencies, and ever ready to change his ideas in accordance with the store for which he worked, he evolved a display policy that is proving a corker in so far as electrical refrigerators are concerned. Here are his very logical deductions, which now serve as the basis of every such display he installs?

## Can the Refrigerator be Grouped?

(1) Most electrical appliances can be successfully grouped in a window display, and fall under several allied classifications. Under labor-saving aids come the washer, ironer and vacuum cleaner. Then there is the "personal convenience and comfort" group, including the heater, heating pad, vibrator and curler. Table cooking aids consist of the toaster, grill and percolator.

The nearest possible classification for electric refrigeration is under labor-saving aids, but to do so minimizes the versatility of the appliance. Put it another way: The household revolves around the kitchen, if a happy family is to be expected. While cooking comes first, the responsibility of the food being well cared for, both before and after, is borne by the refrigerator. During the hot weather this is especially true. If there is a shortage of ice, there is much grousing by members of the family. In an emergency, when some one is down with a feverish temperature, an ice bandage is a godsend. The only 100 per cent classification for iceless refrigeration is to display it on its own merits.

## A Question of Seasons

(2) The mistake made by many furniture retailers in pushing refrigerators is to regard them as a seasonable line. It is to be hoped that the electrical interests will be untrammelled by merchandising tendencies in more or less related fields. No well-heated home can adopt make-shift methods and reach in and out the window sill for the bottle of milk, butter, meat and the ceteras. Few window sill containers have the capacity of the regular refrigerator. The temperature cannot be regulated some days the milk and meat will be frozen, spoiling the delicate flavor and texture of the latter. If the furnace is down the cellar, that place cannot be used. Primitive methods were all very well when the earning capacity of the average family was meagre, but these days have passed.

## A Servicing Product

(3) The electric refrigerator, like the automobile, is a servicing product. In a large measure it will be handled by exclusive retail outlets, or as a separate branch of an already established electrical business. National advertising will carry the heavy load in building up consumer demand, the actual selling to be clinched by the local dealer.

How this will affect window display exploitation may be summed up as follows: The woman indulging in window shopping may buy a hat, gown or hosiery on impulse, but that is her prerogative, since it comes out of her dress allowance and satisfies her desire to keep in style. Also it is appeasing a personal preference or taste. On the other hand, the new delicacy in a grocery window may tempt her to surprise the family at supper. Here she taps her housekeeping allowance.

Digging up from \$5 to \$20 for a new dress or hat, or 50c for the food delicacy, is quite different from writing a check for three figures, or contracting to make substantial monthly payments for an electric refrigerator. It automatically becomes a family matter, one to be thrashed out pro and con at an evening session. Meantime

your window display has prompted her to step inside and ask full details and prices of the different models. If both adults are agreed on the purchase, it will narrow down to which make they should select. You will have the advantage of personal contact, to be followed up by a timely call some evening at the house, by appointment, of course.

For these good reasons the effectiveness of such a window display is determined by the number of inquiries; not the number of actual sales, since the latter will fluctuate according to your follow-up tactics.

## "The Inquiry" Window Display

(4) The "inquiry" window display is not so direct in its selling appeal as one devoted, say, to meat. Anything savoring of "rush" or "high-pressure" tactics will strike a discordant note. Some examples to avoid: "We have only three left; order today." Reaction on the part of the intelligent consumer is that you can easily order more. "Be prepared for the heat wave," a showcard recommends, forgetful of the fact that the thoughtful housewife may have her icebox filled to capacity with ice. This, incidentally, is dangerous ground, since you are not filling a brand new household need, but an improvement over the existing one.

## Selling Psychology and the Seasons

(5) Cut out this North Pole stuff and get down to more temperate climes, for the winter months, at least. You need such a striking pictorial contrast in the summer, but any other time it is bad showmanship. The movie producers have it down pat. Bathing beach and Alaskan stories are released in droves when people are keen about outdoor amusements, while during the winter you are shown plenty of dramatic conflict in the vicinity of the tropics. It may be a matter of geography, but it is a human trait for human beings to want to be somewhere else, where the climate, at the time, is especially congenial. Look at the popularity of Florida and Southern California.

## The Demonstration Window

(6) The demonstration window is a progressive step in developing inquiries. Many a housewife will let her curiosity get the best of her after watching the demonstrator prepare some tempting desserts, and step inside for further particulars, especially if she is the type of hostess who always surprises her guests.

The conclusion drawn by this display manager is that, until electrical refrigeration displays talk price in a dignified manner, and the article is placed within the financial reach of a wider public, show window publicity is efficient if it draws a fair percentage of inquiries, based on the number of passersby and the location. In one city, an agency is along the masculine side of the street, next door to a United Cigar store, with an office equipment store as its other neighbor. Very poor choice. The retailer would do better to be sandwiched in between a group of little specialty shops, a block or two beyond the departmental store belt, and where women shoppers congregate.

## Red Seal Houses

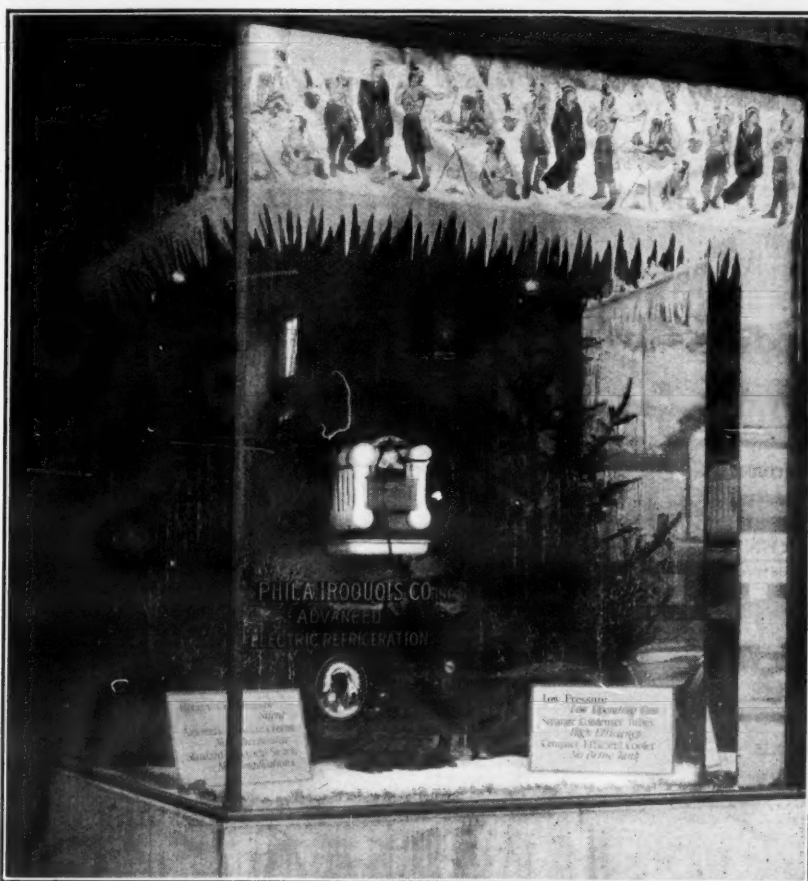
Now Number 2466

There are now 2,466 dwellings in this country that are wired according to the Red Seal Plan. This plan, now closing its first building season, and which can be adopted without cost by any home builder, makes house wiring adequate so that the occupants can get the full benefit of electric service without removing lamps to make room for other devices, without strewing exposed wires about a room and without resorting to any other of the awkward but unavoidable practices common in so many homes today. The plan is operated by electric leagues, whose territories cover nearly a thousand cities and towns. They hold licenses from The Society for Electrical Development.

## Interesting and Newsy

"Your newspaper fills a long felt want and is interesting, 'newsy' and a live wire."—Harry W. Keller, special representative, Philip H. Harrison & Co., General Electric refrigerator distributors, Newark, N. J.

# Decorative Frieze with Indian Motif Used in Iroquois Display



The above picture shows the Christmas window display of the Philadelphia Iroquois Company, 22 South 17th Street, Philadelphia. This company is the Philadelphia distributor for Iroquois Electric Refrigeration.

## ISKO LITERATURE

### New Booklets and Leaflets

The Isko Company, 2525 Clybourn Avenue, Chicago, Ill., has recently issued the following direct advertising material:

"Isko Electric Refrigeration Sales Suggestions" (14 page booklet).

"Isko Electric Refrigeration for Commercial Purposes." Descriptive bulletin No. 143 (8 page leaflet).

"No More Dirty Ice!" (folder).

"Isko Electric Refrigeration" (two-color 16-page booklet).

"Take a Page Out of the Isko Book" (two-color enclosure).

### Polaris Booklet

The Polaris Electric Refrigerator Co., 77 W. Washington Street, Chicago, Ill., has issued an attractive two-color 8½ x 11½ booklet, entitled "The Perfected Polaris Direct Refrigeration."

### "Brushings" Launched

The Ferro Enamel Supply Company, Cleveland, Ohio, has issued a new publication (in addition to their established magazine, the "Enamelist") in the form of a monthly booklet entitled "Brushings." The first number was issued January 1, with 24 pages, and is 4½ x 7 inches in size. Part of the magazine is used to describe the Ferro organization, and part is on general topics.

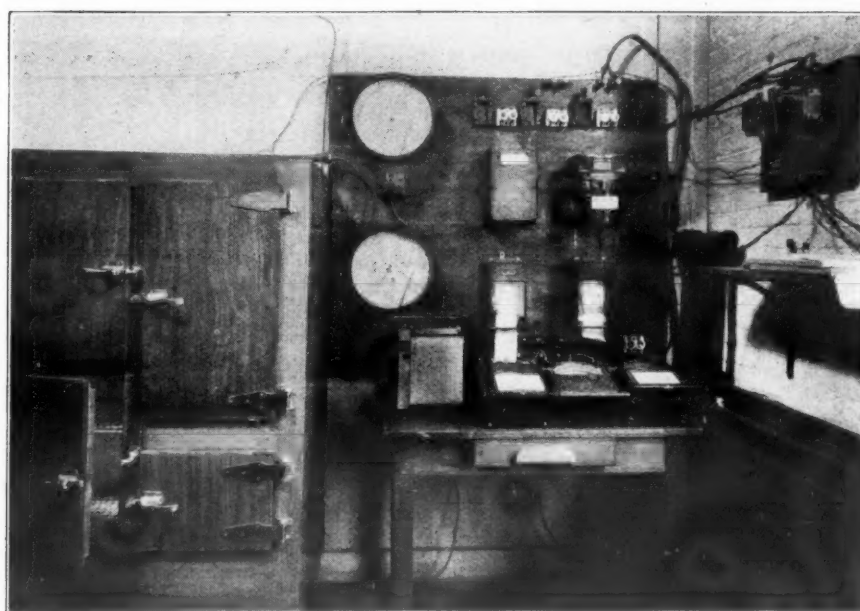
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Mechanical Refrigeration

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**WOLVERINE**  
SEAMLESS COPPER AND BRASS TUBING

# Testing Refrigerators In Our New Refrigeration Laboratory



MANUFACTURING and merchandising executives are interested in our new laboratory for testing domestic electric refrigerators, because here they may obtain accurate determinations regarding the performance of electrically operated units, which they are developing, manufacturing, or selling. Anyone interested in specific types and makes of refrigerators can use results of our tests for comparison with others previously published.

In addition to all standard and special tests on ice boxes and refrigerators, we are prepared to make all necessary or desirable determinations of the characteristics of the motors providing power for refrigerator units, recognized by owners and by central stations alike as important parts of the units.

Details gladly sent on receipt of your letter.

Test Data Is Exclusive Property of Client

# Electrical Testing Laboratories

80th Street and East End Avenue  
NEW YORK CITY



# ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Electric Refrigeration Industry

PUBLISHED EVERY TWO WEEKS BY  
BUSINESS NEWS PUBLISHING CO.

409 East Jefferson Avenue, Detroit, Michigan  
Telephone: Cadillac 4445

Subscription price: 75 cents per year; two years for \$1.00

Foreign subscription price \$1.00 per year. Advertising Rates on Request

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JANUARY 19, 1927

## Heat and Cold

The coal and ice business has long been accepted as a logical combination which takes advantage of the variation in seasonal demand for two household commodities. Another and very important advantage of the combination lies in the similarity of the equipment, labor and office requirements.

A modern counterpart of this familiar combination has appeared in the form of the dealer in electric refrigeration and oil burner equipment. Theoretically, the new combination seems to be as logical as the old but not all will agree regarding its practicability.

### Seasonal Idea Not Accepted

In the first place, the manufacturers of electric refrigeration are unwilling to accept the idea that their product can only be sold in the summer. They rightly insist that food protection is an all-year problem in the home. More and more educational effort is being devoted to "winter refrigeration" and sales plans have been devised to demonstrate that the public will buy if properly urged.

In the same way the oil burner manufacturers are trying to distribute their business more evenly over the year. While it may be easier to sell this labor-saver during the coal-shoveling days, it is much easier to install it when the furnace is having a vacation.

If we may assume that the time will soon come when sales in both lines will be fairly constant throughout the year the question is reduced to that of the dealer's ability to handle the two appliances satisfactorily. No doubt both the electric refrigerator and the oil burner manufacturer would prefer to have the dealer concentrate on his one product, but the desired dealer may be unwilling to limit his range of activity and the community may be too small to justify a specialty business.

### Selling the Same Customer Again

It is interesting to note that manufacturers usually expand in the direction of their materials or processes. That is, they find a new product which can be made from the same materials or by the same machinery they are accustomed to using. The new product may be sold to an entirely different market, but they endeavor to solve that problem when they come to it.

The retail dealer, on the other hand, usually expands his business in the direction of his customers. He finds other products which may be sold to the same buyers. Quite naturally, therefore, the electric refrigerator or oil burner dealer, having developed a customer after considerable effort, dislikes the idea of being unable to follow through and make another sale in the same home.

### A Motive For Good Service.

Incidentally this has an important bearing on the service problem. The retailer who depends on repeat sales thinks of service in terms of future business from the same customer. He demonstrates his interest in the goodwill of the buyer by rendering prompt and efficient service even if it sometimes means a loss on the previous sale. His "gratitude" may be of the kind which has been defined as "a lively anticipation of favors yet to come."

Versatile salesmen may be able to sell both electric refrigerators and oil burners and well-trained mechanics may be able to install and service both types of equipment. There is a wide variation in the type of knowledge required, however, and it will be advisable not to assume that experience in the two fields is interchangeable.

Successful washing machine dealers have found it necessary to know clothes washing in order to sell to women. Vacuum cleaner salesmen have learned to talk cleaning. Electric range people have been forced to make a serious study of cooking. In the same way electric refrigerator salesmen must know food protection. Oil burner men have to learn home heating.

### A New Type of Dealer Service

Probably the most interesting development which may result from continued experience in the application of mechanical equipment to the needs of the home will be the arrival of a new type of local dealer-service organization—the company which will be known in every community as the dependable authority on all such mechanical and electrical service for the home. We venture to predict that the new type of business will frequently specialize in the sale of those appliances which require engineering ability to install and service, leaving other "over the counter" devices to trade channels.

## WOTTA LIFE! WOTTA LIFE!

(Reprinted by permission from the Chicago Daily Tribune)



## ARTICLES ON ELECTRIC REFRIGERATION IN OTHER PUBLICATIONS

**"Electric Refrigeration Reports Less Seasonal Variation"**—In the first annual report of the Electric Refrigeration Corporation, Detroit, A. H. Goss, President, states that the development of the electric refrigeration industry has been very rapid during the last nine months, and that it is showing a tendency to become less seasonal in character, although it is anticipated that a far greater domestic demand will occur during the first months of each year than during the second six months. The larger the export business of the company becomes, the less seasonal variation will be experienced in sales.—*Electrical World*, Jan. 15, 1927.

**"Detroit Edison Now Services All Electrical Refrigeration"**—Power company support is servicing household electrical appliances is a strong influence in creating customer acceptance of these devices. Recognizing this principle and with the view to increase still further the use of electricity in the home, the Detroit Edison Company recently extended its service facilities to include electric refrigerators. For a number of years it has been this company's practice to maintain an extremely liberal policy in repairing customers' appliances, and it prides itself upon prompt response to trouble calls and requests for adjustment of appliances.

"For the most part the company expects to supply an emergency service on electric refrigeration, rather than undertake major repairs, which will be handled by the dealers' service departments. It has been found, however, that with the Detroit Edison men able to respond to calls within 30 minutes at all hours of the day or night, customers will be assured of continuous operation of refrigerators."—*Electrical World*, Jan. 15, 1927.

**"European Refrigerator Market Rapidly Developing"**—Rapid development of the European market for the electric refrigerator is reported by R. D. Funkhouser of the Frigidaire Corporation, Dayton, Ohio, who has just returned from Europe. Announcement has also been made of the opening of new sales branches in Nice, France, and Birmingham, England, as well as the appointment of distributors in Budapest, Bucharest, Stockholm and Geneva. Branches are also being projected for Manchester, Liverpool, Glasgow, and Edinburgh.—*Electrical World*, January 15, 1927.

**"Electric Refrigerators and Oil Burners Are Profitable Sales Companions"**—A prospect for one is a prospect for the other. That is the fact upon which many companies are basing substantial success in selling electric refrigerators and oil burners. The Brower Kelvinator Co., Inc., New Rochelle, N. Y., for example, has sold nearly 100 oil burners during the first year—an excellent record, but one whose success was largely influenced by the fact that the year of selling oil burners was preceded by a year of selling refrigerators, and that the refrigerator line was retained after the oil burner was taken on.

"The Brower Company, starting this business only about two years ago, has built it up to substantial proportions through careful study of the needs of its territory and through wise use of the refrigerator and the burner as mutual sales builders.

"Our experience proves that, for our purposes, at least, house to house canvassing is the best method of following up refrigerator and oil burner prospects. We use direct mail appeals also, of course, but the sales returns from them have not been anywhere near as large as the results from house to house visits by our salesmen. The reason for that lies probably in the fact that each salesman 'knows his stuff' thoroughly. Each man is given a complete training at our headquarters so that when he goes out to sell he knows the burner and the refrigerator from A to Z, and he also knows how to tell his story convincingly, and in a manner which will appeal to the high class of trade in our territory."—*Electrical Record*, January, 1927.

## NEW HOME OF ELECTRIC REFRIGERATION CORPORATION DEDICATED

### Program of Meeting

(Continued from Page 1, Column 5)

**Afternoon Session**  
Commercial Sales Possibilities —E. T. Foote, Commercial Sales Manager  
Commercial Sales Schools —S. A. Silliman, Commercial Sales Engineer  
What You Have to Sell —E. T. Foote, Commercial Sales Manager  
How We Sell 'Em —Judson S. Sayre, Branch Manager, Detroit  
How the Department Operates —E. T. Foote, Commercial Sales Manager  
The Commercial Service School —E. A. Seibert, National Service Manager  
The National Commercial Policy —E. T. Foote  
A Few Points on Commercial Selling —S. A. Silliman and Company  
**Recess**  
The Allen Water Cooler —E. P. Mull, Pres., Allen Filter Co., Toledo, Ohio  
Bilt-Rite Coolers and Fountains —W. H. Duross, General Manager, Russ Mfg. Co., Cleveland, Ohio  
The Ebco Cooler —Aden E. Smith, Sanitary Engineer, D. A. Ebinger Sanitary Mfg. Co., Columbus, Ohio  
The Halsey-Taylor Cooler —J. B. King, Sales Manager, Halsey-Taylor Co., Warren, Ohio  
The Nizer National Policy —A. W. Berresford, Vice-President, Electric Refrigeration Corporation and General Manager Nizer Division  
Ice Cream Cabinets and the Dairy Cooler —H. A. Sieck, Sales Manager, Nizer  
Harnessing the Horse —G. W. Kingsbury, Advertising Manager, Kelvinator, Inc.  
The Commercial Advertising Program —A. L. Bogue, Commercial Advertising Mgr.  
Inspection of Exhibits  
Dinner

TUESDAY, January 11th:

**Morning Session**  
The Leonard Refrigerator —A. H. Jaeger, Sales Manager, Leonard Refrigeration Co.  
Advertising the Leonard —Earl Lines, Advertising Manager, Leonard Refrigeration Co.  
The New Finance Plan —B. A. MacDonald, President, Refrigeration Discount Corp.  
The Order Department —C. C. Callahan, Order Department Manager  
The Traffic Department —L. J. Schroeder, Traffic Department Mgr.  
Functioning Through the Zone Offices —R. E. Densmore, Assistant Sales Manager, Kelvinator  
The Utilities Division —C. H. Dickey, Jr., Manager, Utilities Division  
Cornerstone of Progress  
The Romance of the Scientific Accomplishments of Lord Kelvin —Dr. Clarence C. Little, President, University of Michigan  
Buffet Lunch  
Laying the Cornerstone

**Afternoon Session**  
Dealer Values-of-to-from —C. H. Arneson, Manager Dealer Dept.  
Selling the Ultimate Customer—How the Resale Helps —J. A. Corcoran, Manager Resale Department and David Rosenblum, Vice-President, Business Training Corporation  
The Year Ahead of Us—Our Product, Our Prices, Our Quotas —G. M. Dwelley, Sales Manager, Kelvinator  
Banquet

WEDNESDAY, January 12th:

**Morning Session**  
The Jewett Refrigerator and How We Make It —Edgar B. Jewett, President, Jewett Refrigerator Co.  
Our 1927 Line —H. J. Hendrick, Secretary and Factory Manager, Jewett Refrigerator Co.  
Selling and Advertising the Jewett Line —C. D. Wheeler, Sales Manager, Jewett Refrigerator Co.  
The Peoria Plan —F. J. Foersterling, Zone Manager, Zone No. 16, assisted by M. F. Maroney and chorus of 50  
How We Used the Peoria Plan in Pittsburgh —F. J. Natwick, Pittsburgh Distributor  
The Advertising Job —G. W. Kingsbury, Advertising Manager, Kelvinator  
Putting Kelvinator Across —W. C. D'Arcy, President, D'Arcy Advertising Co.  
Your Advertising Department —G. G. Whitney, Assistant Advertising Manager, Kelvinator  
Operating as a Press Agent  
Telling it to 120,000,000 People —C. C. Pangman, D'Arcy Advertising Co.

**Afternoon Session**  
"Uncle Sam" Gets In —R. M. Douglass, Advertising Department  
The Trade Paper as a Working Member —F. W. Coste, D'Arcy Advertising Co.  
Trade Helps —G. W. Moister, Sales Promotion Manager  
Outdoor Advertising  
The Complete Advertising Picture —G. W. Kingsbury, Advertising Manager  
"If You'll Investigate, You'll Kelvinate"  
Summing Up —G. M. Dwelley, Sales Manager, Kelvinator



# What Prospects Want to Know About Electric Refrigeration

**Further Results of Survey in Chicago Suburbs Shows Necessity for Continued Advertising and Educational Effort to Acquaint the Public with the Service of Electric Refrigeration**

Continuing the series of reports which have appeared in previous issues, another group of answers to the question, "What do you want to know about electric refrigeration?" are given below. The replies are recorded practically verbatim, and were obtained by experienced investigators who called at the homes and offices of men and women in various walks of life.

The results of the survey provide valuable information for manufacturers, distributors, dealers and salesmen. The material will be especially helpful to advertising writers. It shows the need for the most complete information in sales literature. It is interesting to note that many replies indicate a desire for ownership and a recognition of the need for such service, but only a vague understanding of the operation of the equipment. A very active curiosity as to how refrigeration is accomplished by electricity is frequently expressed.

The survey was made for *Electric Refrigeration News* under the direction of the L. Jay Hannah Company, advertising agency, Tribune Tower, Chicago, Ill.

## How Can You Tell Which Is the Best Make?

A-64 Mrs. — *Large House. Young lady. Seemed to be a very alert and well-read person, eager to find out about all points in favor or against the electrification of her home.*

"I have none right now, merely because I have no place here that I would want to put a new one into. I have had two of the old icers and both of them have been ruined by having to keep them in such a damp place as I have for mine in this old house. As soon as we move or go into a new home which we hope to build, then we will never hesitate to buy one for we know that they are the only thing to have. Can you tell me which is the best make to buy? A person has nothing to go by except the word of those who have one, and they all like their own make, because they have used no other. If a company could sell a machine containing all of the good points of all makes, then there would be a machine worth having, wouldn't there? I feel, though, that there will be improvements being made on these models right along and it seems hasty to buy until all the improvements have been made. A friend of mine just installed one and she was horrified at the jump in the meter-registration for the month after it was installed. Before they had used about \$30 worth of light and power for all of their huge estate per month. Well, after the new refrigerator was installed, it jumped to nearly \$19 more, and they were quite worried about it."

## Means Less Work for the Maid

A-65 Mrs. — *Talked to maid.*

"I do not know the name of our refrigerator here, as I only work here part time. But it is a good one and Mrs. — wouldn't get along without it for anything in the world, she says. I know that for maids, it means a lot of less work than when we have to attend to an icer. But there has to be a lot of cleaning inside of them to keep them clean. I find that there is so little thought connected with keeping one working that it is very easy to neglect cleaning one."

## Is the Box Better, or Just the Motor Part?

A-66 Mrs. — *Very small house, rather poor circumstances.*

"No, I haven't any refrigerator at all and I see no hopes of getting one now though I know that they are good things to have and I would have one if I could. I have wondered if I would save in the long run if I could only get enough money together now to buy one. Are they better in the make of the box or just in the motor part of it? If the box is no better than the old icers, then I should think that it would be cheaper to buy an old box somewhere and put the motor into it, wouldn't it? There is so much graft going on in manufactured commodities now days that one is almost afraid to buy until everything about them are proven to be good."

## Can You Get Them with Various Sized Ice Compartments and Trays?

A-67 Mrs. — *Own their own home, a very nice one, though of moderate size and furnishings.*

"I have no electric refrigerator and just at present I see no hopes of getting one very soon. They are too high priced now to even consider. I would want to choose the very best one, so I could study them very thoroughly. Can you get refrigerators of various sizes of ice compartments and trays? What I mean is, can you get one with large size trays and a smaller part for the motor and ice coils, or are they all of regulation size? I thought if the trays could be large and there were fewer coils, then the box would not have to be so large and could fit in a corner. I did not know if there has to be a certain size for a certain amount of coldness or not."

## Is a Certain Length of Time Required to Get Used to Them?

A-68 Mrs. — *Three children, married daughter and husband live with them. Own their home.*

"I have wanted one ever since they first came out as a new convenience, but they cost too much to be within the means of everyone who wants one. We own our home, but that means we have used a good deal of our savings to do it, so we will have to 'go easy' for a while, until we have enough to buy such things. I wonder if they are a saving, though, after the initial expense? Are they noisy, or does a person require a certain length of time to get used to them? I cannot say that I would enjoy having any noises added to the noise I already have."

## Are They Cheaper Now Than at First?

A-69 Mrs. — *Live in nice home owned by 'the company.' Beautifully furnished.*

"I haven't any now, merely because of the price that they cost. I had hoped that they would go down in price, now that so many people seem to be having them. Are they cheaper now than they were when the first ones were to be had? I have never really understood how they run, but then, I never knew much about other conveniences, so that doesn't worry me very much. I would be the kind who would buy and later find out how they run. Is there much danger of the parts wearing out and having to be replaced? I have always wanted one if the price goes down in the least. But \$295 or \$345 is quite a price to ask for something that is just a little better or more convenient."

## Are They Inconvenient to Install?

A-70 Mrs. — *Two young people in family.*

"We are planning to get one in the near future, but have not decided on the make of refrigerator. It is not an easy matter to decide and one cannot afford to rush into a deal where so much money is involved without giving it a great deal of consideration. Are they inconvenient to install or very easily done? Is the ice that you make any better for a person than the other ice? It isn't supposed to have a better taste, is it? I don't see how electricity can make it cold and hot, but that is the mechanical part of it. And they are not supposed to be understood by women? They should just run."

## How Long Are the Refrigerators Supposed to Last?

A-71 Mrs. — *Large modern home, refined people.*

"No, I haven't any just now, because we are looking for the price to fall before we buy. All new conveniences are high-priced when they first come out, then they gradually come down a little. We feel that there is no use to rush into the matter when there is so much money involved. Do the pans, in which you freeze the cubes of ice, have to be relined after few years of use? Does the ice come from the pans readily or do they stick so that they have to be tapped on the bottom to get them loose? If the latter, then I should think that they would soon be worn out. What about getting new parts, like pans, if you need any before the refrigerator is worn out? How long are the refrigerators supposed to last?"

## The Only Thing to Keep Food in Best Condition

A-72 Mrs. — *Moderately situated family. Four young girls in family. Middle-aged father and mother.*

"No, I haven't one because I can't afford one, although I know that they are the only thing to have if you are going to keep your food in the best of condition. My sister has one and she says that they really are not very economical, although the benefit of electric refrigeration cannot be measured entirely in dollars and cents. Some have asked me if there is any danger of the ice being tainted or polluted from the pans it freezes in. One trouble I hear about the electric ones is that they are so little care that a woman is apt to have it in her mind that she has nothing to look after in the box and does not clean it often enough, and all the benefit of electric refrigeration is counteracted."

## How Times Have Changed!

By Alice Crowell Hoffman

When Washington was President, For midnight lunch he doubtless went To the 'ice cellar' 'neath the house— Perhaps his ramblings scared a mouse.

When Adams came into the chair He, too, needs had to hie him there If midnight hunger made him sigh For drum-stick or a piece of pie.

For Honest Abe things changed a bit— He must have been quite glad of it! From icebox made of rough-hewn wood And painted o'er, he took his food.

When Calvin Coolidge feels he's needing Just a bit of midnight feeding, He goes—and nothing could go straighter— To his 'lectric refrigerator.

## Day Not Far Off when Everybody Will Have Them

A-73 Mrs. — *Moderately well-to-do home. One girl.*

"No, I haven't any, but were I able to get one I would get a ——. I hear that every one that has one thinks that they are the only thing to have. I know that the day is not far off when people will all have them, and then, they will look back on the old icer with the same feeling that people have when they compare the old Bissell sweeper with the new electric Hoover. It is bound to come, though the excessive cost keeps many from getting them right away. It will come to the point where the company will have to cut down the cost to keep the article on a quickly moving market. I have heard people who know nothing of the workings of one, discuss how it works, and there surely has to be a lot of talk and advertising to educate the people. They view it now with almost superstitious feeling."

## How Often Will It Need Repairs?

A-74 Mr. — *Owns his own home.*

"Operating costs? How much attention does it need? How often will it need repairs? Can I get quick service, efficient service, when I need it? Is it noisy? Is it necessary for the motor to run continually to maintain an even temperature?"

## Have They Small Boxes for Those Who Do Not Want a Large One?

A-75 Miss — *Lives in boarding house with roommate. Works in Chicago bank.*

"Do they have small enough boxes for the use of a couple of girls who don't want a large one? If a person is gone all day, would they run regularly so that everything would be in good condition? Is there any difference in the construction of the box itself, or are they just the same as the old ones with the exception of having a motor attached?"

## Intrigued by Idea of Both Heat and Cold from Electricity

A-76 Dr. — *Fairly well situated financially. Home of average size and appearance. Two children.*

"No, I haven't any nor can I afford one right now. I know that they are very fine to have, but they are too expensive for us to get one until the price goes down a little. I have been thinking about them often, and you can't go to a single place where there are women gathered unless you hear all about this and that about the new refrigerator. I really haven't enough time to study it out, but the idea of both heat and cold coming from electricity intrigues a person's interest, doesn't it?"

## How Does Salt Air Affect Them?

A-77 Mr. — *Lives in an apartment.*

"Do the metal boxes supplied with the cheapest small units stand up for any length of time, especially when subject to damp conditions? How does salt air affect them? How far can compressor units be located from the box? Buying on installment plan or with cash would depend upon what offers me the best money. Is there any company offering unit to be paid for in installments small enough to closely approximate monthly ice bills?"

## Says Salesmen Misrepresent

A-78 Dr. — *An old house. Nicely kept but not very modern.*

"No, we haven't any, but I don't think that they are a bad thing to get. Right now we are waiting to get the line-up on the very best ones on the market. I hear that they are not any cheaper; in fact, that they are a little more expensive than the old ones. There is where you find a lot of dissatisfaction; the salesmen all make the people think that there is going to be a drop in the expenses, and then after the installation they are disappointed."

## Waiting for More Improvements

A-79 Mr. — *Middle-aged couple. Have no children. Live in a rented apartment. Very nicely furnished.*

"I have no electric refrigerator now because we cannot think of putting something like \$300 or \$400 into one before they are as improved as they can be. It is just like the radio . . . everybody that rushed in to buying one at the beginning before they were improved are now wishing that they had waited until they were in a more developed stage."

## What Is Cost, Maintenance, etc.?

A-80 Mr. — *Live in a rented home.*

"What is the initial cost, maintenance cost, length of life, and cost of possible replacement?"

# McCray REFRIGERATORS

for all purposes

McCray's position as the world's largest manufacturer of refrigerators for all purposes has been attained by more than a third-of-a-century of service.

In grocery stores, markets, hotels, restaurants, institutions and florist shops throughout the country the McCray nameplate is recognized as the sterling mark on refrigerators, coolers, display case refrigerators.

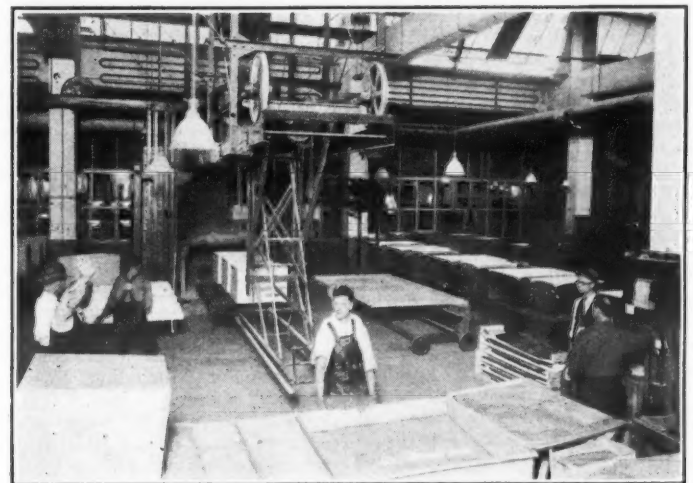
This widespread acceptance of McCray as the quality standard, particularly among commercial users, is a selling force of tremendous value to the electrical refrigeration dealer. All McCray models are readily adapted for use with electrical refrigeration of any type.

We invite correspondence from interested dealers.

## McCray Refrigerator Sales Corporation

KENDALLVILLE, IND.

Salesrooms in All Principal Cities — See Telephone Directory



ABOVE is shown one of the furnaces in a large, modern refrigerator enameling plant, installed for one of the largest producers of iceless refrigerators, by the Ferro Organization.

The Ferro Organization has served most of the leading makers of porcelain enameled products, in the installation of complete enameling plants or separate furnace units.

This includes laying out original floor plan, designing special continuous equipment, and installing the entire equipment. At present, over 60 different companies are using Ferro Enamels.

We shall be glad to serve you.

## THE FERRO ENAMEL SUPPLY COMPANY

Cleveland, Ohio

# SALES CONTROL

## A Timely Message to Electrical Refrigeration Manufacturers, Distributors and Dealers

Ice consumers are your prospects—how to reach their minds convincingly first and then to insure a personal sales follow-up is your problem.

Direct Mail, supplementing publication advertising, is a definite, established electrical refrigeration medium—Direct Mail SALESMANSHIP—to the consumer—from the dealer.

Years of experience in the service of leading manufacturers and dealers have perfected the Electrograph plan of Dealer-to-Consumer Direct Mail.

It carries the dealer's messages, frequently and convincingly to the consumer. It provides for expert organization of Outside Selling—it sends salesmen into homes that have been prepared for their calls. It enables the manufacturer to give his distributors and dealers proven sales aid. Sales control!

Electrograph has been tested in use by more than 25,000 dealers. It gets business at a lower cost per sale!

Make your 1927 Direct Mail pay—make it an Electrograph campaign.

THE ELECTROGRAPH COMPANY  
Home Office: 725 West Grand Boulevard, Detroit, Michigan

Electrograph

Created DIRECT-MAIL Realized

Individualized Distribution

In Illinois, Electrograph Advertising Service, Inc., Chicago, is licensed to operate under Electrograph patents.



## Ice Manufacturers Hear Comprehensive Report on Electric Refrigeration

Committee Submits Results of Survey and Enumerates Factors For and Against Machines

The serious consideration that ice manufacturers are giving to the growth of the electric refrigeration industry, is evidenced by the report of the sub-committee on Mechanical Household Refrigeration read before the annual convention of the National Association of Ice Industries, held at the Hotel Sherman, Chicago, Ill. The following excerpts are from the report published in *Ice and Refrigeration*, the official organ of the American Association of Ice and Refrigeration:

### Report of Sub-committee on Mechanical Household Refrigeration

(Reprint from *Ice and Refrigeration*)

Mr. Hardgrave began the presentation of his report with a statement that he was a firm believer in cooperation and in doing everything which meant cooperation within the industry. He said it appeared to be the opinion among the men of the industry that the matter of the mechanical household refrigeration should not be discussed very much at the present meeting. He said he occupied the position of being not in sympathy with that feeling. His own personal views were that if he was required to face competition he wanted to find out all that he could about it so that he could readjust his business as quickly as possible to meet that competition.

Mr. Hardgrave said the committee undertook a survey during the present year to determine the development or growth of the machine competition. Returns were received from towns comprising a population of something over 2,000,000. The surveys disclosed that up to September 1, 5,460 machines had been installed the present year, or at the rate of 1.2 per cent of the total population represented. If the 2,000,000 population from which the figures were obtained were a fair barometer for the results obtained throughout the United States, then he said there were approximately 165,000 machines installed during 1926, as of September 1.

Mr. Hardgrave said while it can be stated there is room for more optimism than was possible a year ago, yet, to the careful, clear-sighted, observing student of economics of the ice business the cards of the future must be played with extreme care. This was especially true where the development of new capacity was under consideration. Certainly, he said, this was not the time for the adoption of great expansion programs or the tying up of new capital which requires many years to amortize. This statement, however, he said, should not be confused with the necessary expenditures for modernization of existing properties so that the product may be produced at a minimum of cost.

Mr. Hardgrave expressed the opinion that the time has arrived in the history of the industry when the operators of ice properties must begin to think more seriously about the fundamental economic factors pertaining to their business. Recognizing that they were aface with competition of considerable magnitude, the way to meet this competition obviously was in effecting greater economies in the operation of their business. Certainly, one way to stimulate the use of ice to meet this competition was to lower the price of the product. It is a generally accepted theory that, down to a certain point, lower prices do stimulate trade; however, before the ice industry can, as a general proposition, reduce the price of ice, it certainly must eliminate the enormous waste existing. The keen observer in the ice business recognizes these wastes and is making considerable progress in their elimination.

Mr. Hardgrave then referred to a report in the *Electrical World* of October 30, in which, he said, there were two or three interesting points brought out. They related to a survey made in four different sections of the United States and showed that in the eastern section the percentage of saturation was 2 per cent of the wired homes; in the southern states, 2.4 per cent; in the middle west, 1.7 per cent; and in the west, 1.15 per cent. The total average of saturation at the time of this report was, for the first seven months of this year, 1.78 per cent of 14,533,000 wired homes.

In summing up, he said he would call attention to factors that would contribute to the continued sales of the domestic machine as set forth in this report. They were as follows:

### Factors That Contribute To Sale of Domestic Machine

1. Enthusiasm of the central station executives.
2. The elimination of ill feelings and the establishment of a higher grade of competitive practices between the manufacturers of the various types of household machines. They recognize that they have been handicapped through misunderstandings in their own ranks.
3. Improvement in the methods of inspection at their factories.
4. Constant improvement in the machine itself.
5. The introduction of uniform servicing methods.

Last but not most important of all, the value of the load to the utility company.

Here are the things that will assist the ice industry, in which you are primarily interested:

1. The first cost of installation of the machine.
2. The possibility of radical changes in design. That is, gentlemen, a very important factor in our favor.
3. The possibility of sharp price reductions in our own product.
4. The fear, supported by the admission of certain central station operators and distributors, that the machine in its present form is not at all perfect.
5. The continued high cost of service calls after expiration of the guarantee period.
6. The majority of sales efforts to date have been concentrated upon the better class of prospects, those who pay cash. The problem of time payments becomes more troublesome as the market broadens to include more prospects.
7. It is conceded almost unanimously by central station companies that so far there have been no merchandising profits. While this is expected by them as a part of the pioneering cost, the smaller dealer and the distributor, as a general proposition, cannot long endure these conditions.
8. Almost without exception the subject of cost of servicing is avoided. Either they do not know or they are purposely hiding the true figures. If the first is the case, it is more than probable that when they do succeed in installing satisfactory and workable cost system, the results will be astonishing if not discouraging. The present estimates, including their crudeness, range all the way from nothing to \$35.00 or more per unit per year. About \$13.00 per unit per year is estimated as the average cost of servicing.

Continuing, Mr. Hardgrave said it was conceded by the writers of the article that the wealthier class had not proved to be as good prospects as people of smaller income. They admit that this has been very surprising and called for a different line of selling on their part. If that be true, then the danger, he said, to the ice industry is that the machine will attack the class of homes that they figured would not be subject to such attack.

T. A. Dunn, Pittsburgh, referred to an article published in *Forbes Magazine* of May, 1926, by C. A. Coffin, late head of the General Electric Co., and said that in his article Mr. Coffin stated that there were 3,000,000 washing machines and 350,000 domestic refrigerating machines in use at the present time. Presuming that Mr. Coffin's figures were correct, Mr. Dunn said it demonstrates that after 16 years of intensive campaigning, washing machines were installed in only about 12 per cent of the 27,000,000 homes in the United States, and after three years of intensive advertising, the small ice machines were installed in less than 2 per cent of the homes.

### Optimistic As To Future

Continuing, Mr. Dunn said that granting that the small machine manufacturers, due to the enormous advertising campaign conducted in 1926 and to be enlarged in 1927, should quadruple their business in the next four years, there would possibly be installed by 1930, 1,500,000 domestic machines, which, according to government statistics, would allow the ice man the opportunity to do business with about 26,000,000 American homes, and of these there were but 70 per cent at the maximum that were users of ice at the present time. In other words, there were 8,000,000 homes in the United States which it should be the purpose of the ice man to sell ice to.

### N. F. Andrus Appointed Absopure Pacific Coast Representative

N. F. Andrus, who has been in Detroit for the past month visiting the different electric refrigeration factories, left last week for San Francisco to become Pacific Coast sales representative for the Absopure electrical refrigerator, manufactured by the General Necessities Corporation of Detroit.

Mr. Andrus will arrive at his office at 426 Larkin street, San Francisco, about January 22, in time to superintend the placing of the Absopure exhibit at the San Francisco Auto Show, held in the Civic Auditorium January 29 to February 5.

### What to Do? What to Do?

"Hold on, young man! Stop right there!" exclaimed the ruralist in North Carolina to a salesman of the Southern Public Utilities Company of Charlotte.

"You can't make no fool out of me by tellin' that you can give me heat for a cook stove and ice for an icebox—over the same wire. You git right out o' here!"

### CONVENTION DATES

American Institute of Electrical Engineers, New York City, Feb. 7-11; Kansas City, Mar. 17-18; Bethlehem, Pa., Apr. 14-16; Pittsfield, Mass., May 25-27. F. L. Hutchinson, Secretary, 33 W. 39th St., New York City.

American Society of Agricultural Engineers, Farm Power and Machinery Division, Chicago, Ill., Feb. 18-19. Raymond Olney, Secretary, St. Joseph, Mich.

American Society of Mechanical Engineers, Kansas City, Mo., Apr. 4-6; White Sulphur Springs, W. Va., May 23-26. C. W. Rice, Secretary, 29 W. 39th St., New York City.

Electrical Safety Conference, New York City, Apr. 20. Robt. B. Shepard, Secretary, 109 Leonard St., New York City.

Kentucky Association of Public Utilities, Louisville, Ky., Feb. 18-19. E. F. Kelley, Secretary, Louisville Ry. Co., Louisville, Ky.

National Electric Light Association, Southeastern Division, Memphis, Tenn., Apr. 13-15. Paul S. Clapp, Secretary, 29 W. 39th St., New York City. Southwestern Division, New Orleans, La., Apr. 26-29. S. J. Ballinger, Secretary, San Antonio Public Service Co., San Antonio, Tex.

Northwest Electric Light & Power Association, Portland, Ore., Feb. 10-11. W. F. Miller, Secretary, Spokane, Wash.

Oklahoma Utilities Association, Oklahoma City, Mar. 8-10. E. F. McKay, 307 Local Bldg., Oklahoma City, Okla.

Society of Industrial Engineers, Chicago, Ill., May 25-27. G. C. Dent, Secretary, 608 So. Dearborn St., Chicago, Ill.

Southwestern Public Service Association, New Orleans, La., Apr. 26-29. E. N. Willis, Secretary, 403 Slaughter Bldg., Dallas, Tex.

According to the *Wall Street Journal*, the electric refrigerator industry is giving work directly to 50,000 men and indirectly to 50,000 more.

We Manufacture to Your Specifications  
Ice Cream Cabinets and Parts  
Write for Interesting Information  
**MOTORS METAL MFG. CO.,** Detroit, Mich.

## Parts and Products

FOR THE

Electric Refrigeration Industry

### Brine Tanks

Liquid Receivers  
Forged Fittings  
Perforated Sheet Metal

### Air Cooled Condensers

Low Temperature Oils  
Motor Pulley Fans  
Forged Valves  
Automatic Controls

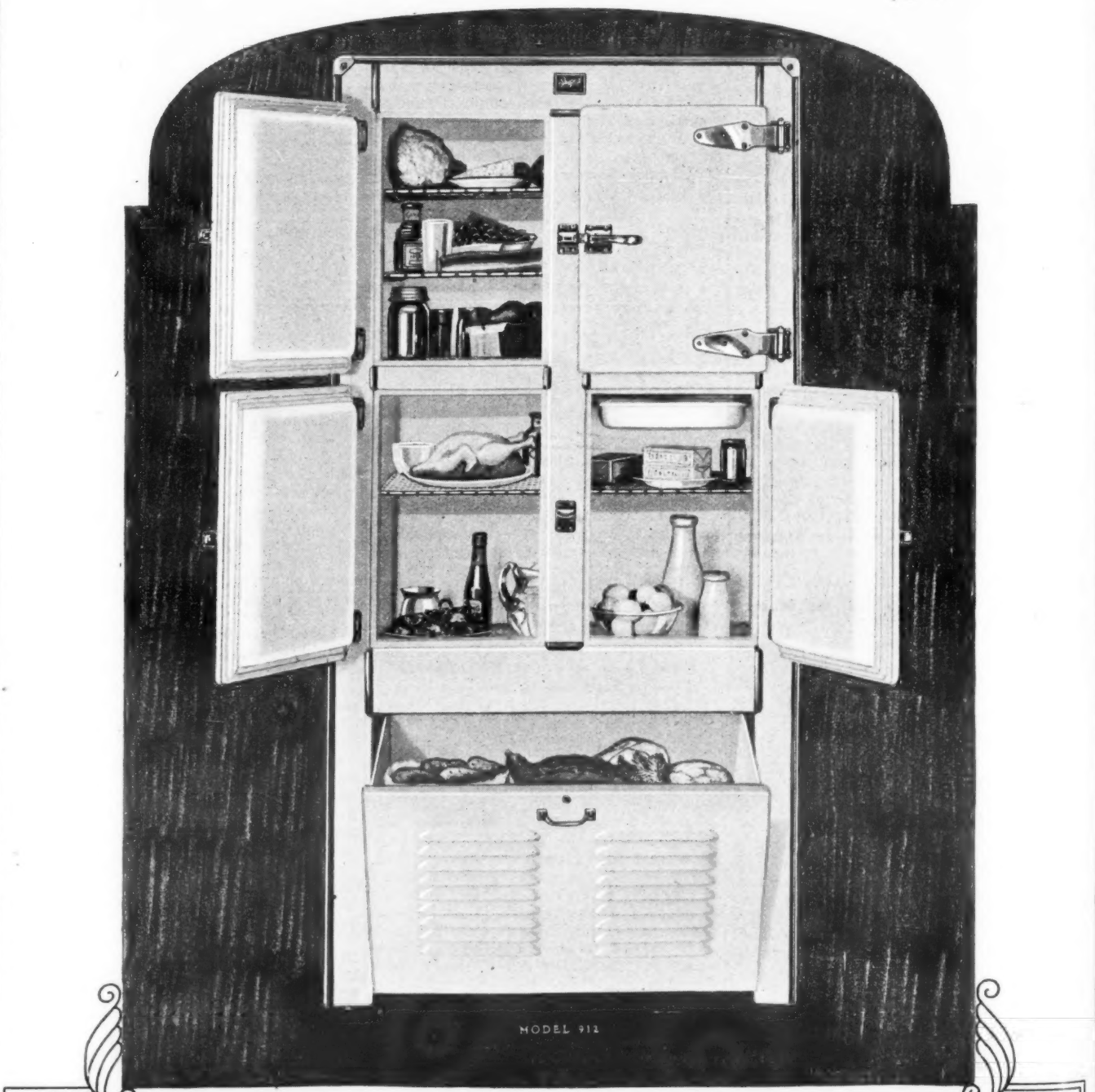
## Metal Refrigerator Cabinets

WE INVITE CORRESPONDENCE

**F. B. RILEY**

320 Beaubien St.

Detroit, Mich.



CABINETS BY  
**Seeger**  
ST PAUL

SEEEGER announces a line of All Porcelain Refrigeration Cabinets for Electrical Refrigeration, with Porcelain Vegetable Storage Compartment; Porcelain Defrosting Pan; No Drainage and removable Porcelain Baffle Wall—An achievement, the presentation of which affords the Seeger Refrigerator Company a great pride and satisfaction.

The representatives of Electrical Refrigeration will be pleased to show and demonstrate the new Cabinets by Seeger.

Cabinets by Seeger for use with ice will continue to be shown by usual representatives.

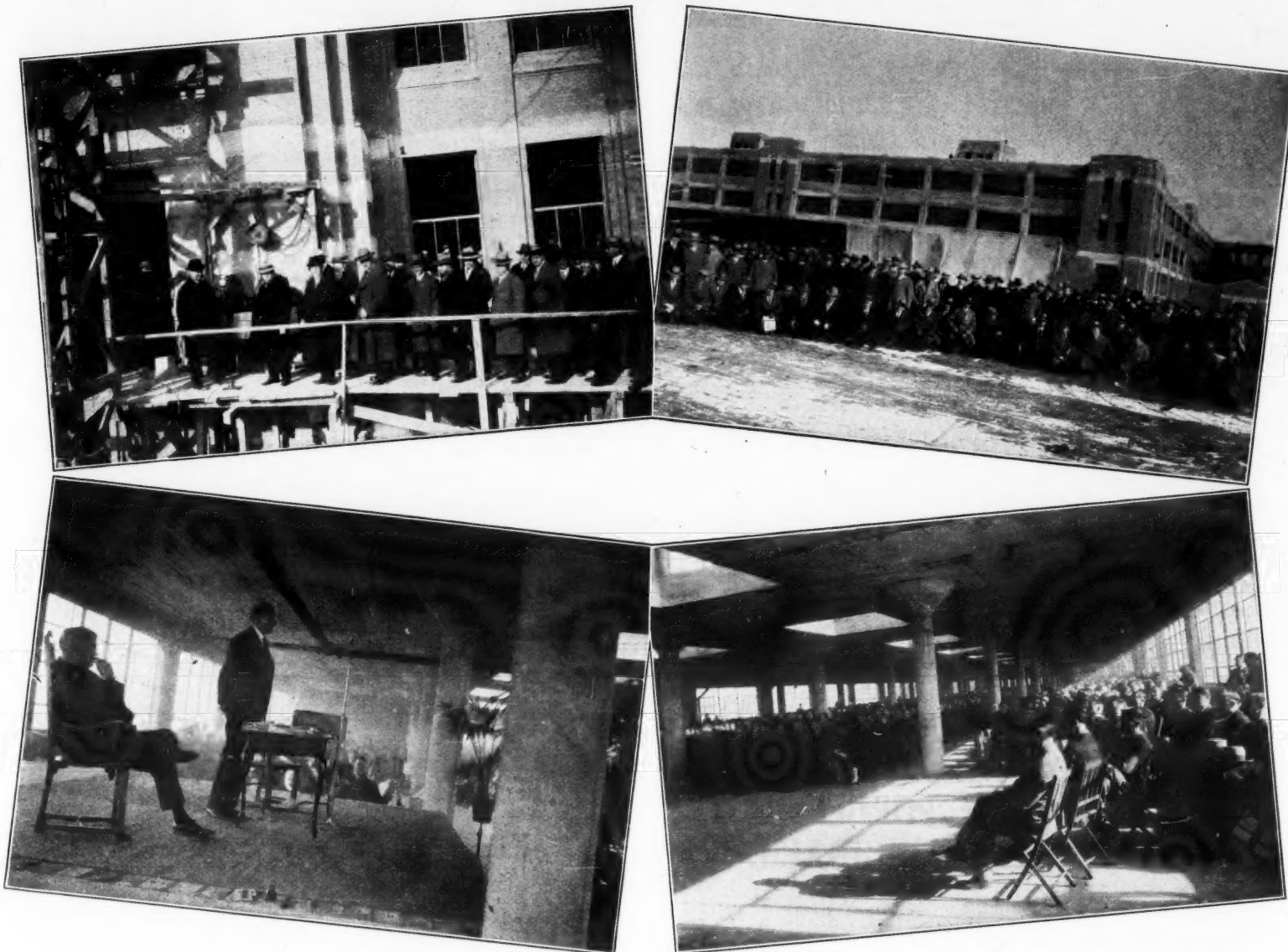
SEEEGER REFRIGERATOR COMPANY  
SAINT PAUL — NEW YORK — BOSTON — CHICAGO — LOS ANGELES — ATLANTA

STANDARD OF THE AMERICAN HOME

These Cabinets are built to accommodate any standard Electric Refrigeration unit without change to the Cabinet.



## Important Moments During the Formal Opening and Cornerstone Laying of the New \$4,500,000 Plant of the Electric Refrigeration Corporation, Detroit, Mich., Jan. 11, 1927



(Upper left) President A. H. Goss and Electric Refrigeration Corporation Executives at cornerstone laying.

(Upper right) Group of Kelvinator sales representatives from all parts of United States and Canada.

(Lower left) Dr. Clarence C. Little, President of University of Michigan, addressing audience of over 4,000 guests.

(Lower right) Part of Dr. Little's audience in the new plant, third floor, facing Plymouth Road.

## NEW PLANT TO BEGIN OPERATIONS ABOUT FEBRUARY 1

Manufacturing operations in the new Electric Refrigeration Corporation plant will begin about February 1, and a full schedule will be under way within the following 30 days.

Over \$600,000 of new machinery and equipment will go into this plant in addition to the machine equipment moved in from the present Kelvinator and Nizer plants in Detroit. More than 3,000 people will be employed at the start and it is expected this number will be materially increased.

The new plant, including land, buildings and additional plant equipment, cost approximately \$4,500,000.

The building materials used to construct the new plant, including the administration building, main manufacturing plant, boiler house, etc., if used as received, and some of them converted into other material suitable for the purpose, would build 500 five-room veneered bungalows 25x33 feet, with full basements. They would furnish new homes for 500 families, or more than 2,000 persons.

The new plant will consist of a main manufacturing building, 640 feet by 440 feet, having a floor area of about 650,000 square feet, or approximately 15 acres. It is to be three stories in height, constructed of reinforced concrete, flat slab type, with exterior of concrete, stone and face brick. The building is made up of five units so arranged as to give ideal lighting, with four courts 60 feet wide between each of the units. Every unit is equipped with two large freight elevators of 12,000 pounds capacity each. The elevators, toilet, locker rooms, etc., are arranged so as not to protrude and obstruct manufacturing space. The main building will have covered loading docks along the entire east and west sides, one being used for receiving and the other for shipping. Each dock will be served by two railroad sidings. The first floor is elevated above grade to car platform height to facilitate both railroad and motor truck shipments.

Electric cooling systems  
The iceman's place may steal,  
But will the housemaid kiss them?  
They have no sex appeal.

—The New Yorker.

## Five Factors to Consider in Every Commercial Installation

### Engineering Experience Plus Sales Training Needed in Commercial Field

By F. B. Riley, Technical Editor,  
Member, American Society of Refrigerating Engineers

In the article on the commercial field published in the January 5 issue, the two main divisions of the small machine industry, i. e., (1) the domestic field and (2) the small machine installations in the commercial field, were outlined.

The standardized commercial applications, like the ice cream cabinet, drinking water systems, ice makers, soda fountains, etc., where the engineering calculations and layouts have all been standardized for the specialty salesman to handle, will not be discussed in this article. Consideration will be given herein to the installations which the salesman sells the butcher, the baker, the hotel, restaurant and other business places where refrigeration is a necessary adjunct.

The commercial salesman, or sales engineer as he might rightly be classed, is called on in nearly every proposed installation to make estimates of machine capacity, appliances, labor and incidental expenses. This engineer is not only a salesman, but he is the sole contact between the buyer and seller. Both the company and the buyer repose confidence in him.

The executive selecting the commercial division sales force should be competent to make the selection or should delegate this authority to men who know the work and its exacting requirements. Many a commercial department has gone on the rocks because this division has been handed as the "orphan child" of the domestic sales division. Nothing could be more short-sighted, or disastrous. About the only contact there is between the domestic division and the commercial division is that both types of salesmen get their pay from the same source and possibly the machine equipments are made in the same factory.

#### A Trained Engineer's Job

The selling problems are even more distinct and divergent than between the pleasure car and tractor. Many years in the selling of small commercial machines and supervising sales forces convinces the writer that a specialty salesman, one who is merely a "go-getter" in getting the name on the dotted line, rarely makes a profitable man in the commercial sales field. The plan of taking engineers, giving them their experience in the field and in the engineering department, making layouts under the supervision of older men, and then giving them training in salesmanship, will nine times out of ten result in an asset to the organization.

We all know the time it has taken for trained engineers to lay out successful

the future of the business, so why permit salesmen to make rash guesses about the capacity of a particular machine. The salesman is gambling at the company's expense, both in dollars involved and in their reputation. The latter is more important than dollars involved in any transaction.

#### The Five Factors

The five factors of every commercial installation are:

*First*, the machine must have ample capacity to handle the work required.

*Second*, the insulation of the cabinet, room or appliance, must be of known quality. Do not guess at the amount of heat passing through the walls every 24 hours. The heat transferred through the walls constitutes about 80 per cent of the total work.

*Third*, the coils, or tank surfaces, in the rooms, or cabinets, must have ample surface to absorb all heat leakage plus the other work. Figure these surfaces, not for the average temperature, but for the extremes of hot weather.

*Fourth*, circulation of air around the cooling surfaces and thence around the stored goods, must be free and unrestricted. Many an otherwise good installation has been ruined by choking the circulation.

*Fifth*, the human element must enter here to a great extent. An installation may be figured down to a nicety and all the first four factors harmonized and then the erecting engineer can spoil the harmony by careless workmanship and indifference to the small things which are so important in refrigeration work.

The customer is chiefly concerned in buying a definite service, and is little concerned in the type of system employed so long as it renders service. Many manufacturers think the design as being of paramount importance to the purchaser. Any refrigerating plant designed for small commercial work should embody the following factors:

(a) The equipment should be reasonable in cost.

(b) It should be economical to operate (as compared to ice).

(c) Reasonably free from service difficulties.

(d) It should produce dry air in storage compartments.

(e) It should give absolute control of any desired temperature.

(f) It should be simple in construction and easy for unskilled operation.

(g) It should be safe against damage to persons or property due to accident or negligence in operation.

(h) It should occupy small space. As compact as possible, without complicating the design or making it difficult to service when occasion requires.

### M. A. LASSEN, M. E.

CONSULTING ENGINEER  
Member  
Amer. Soc. Refrig. Engrs.

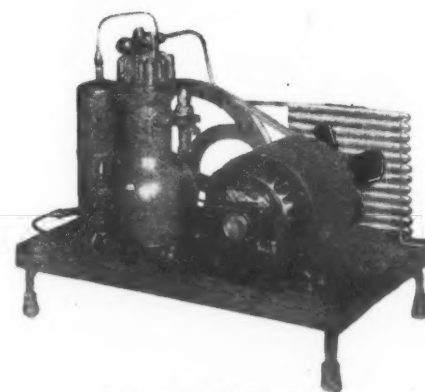
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ENGINEERING SERVICE—PATENTS AND INVENTIONS DEVELOPED, LABORATORY TESTS AND REPORTS—EXPERIMENTAL MACHINE WORK COMPLETED IN WELL EQUIPPED SHOP BY EXPERT MECHANICS. EXPERIENCED CONSULTATION SERVICE. YEARS OF EXPERIENCE WITH PRESENT SUCCESSFUL MACHINES.

Correspondence invited.

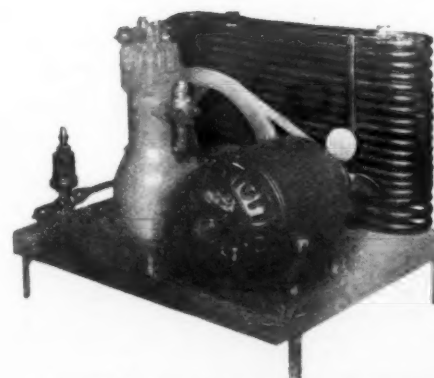
## FLINTLOCK CONDENSERS

EFFICIENT—ECONOMICAL—COMPACT



Equipped with Flintlock

*Lower first cost.*  
*Conserves space for installation.*  
*Lower head pressure.*  
*Greater service accessibility.*  
*Pressure up to 1000 pounds guaranteed without distortion leaks, or other defects.*



Same Unit Equipped with Copper Tubing

An interesting and important book on the application of the Flintlock Condenser to the Refrigeration Industry is now available and will be mailed on request to manufacturers, distributors and dealers:

WRITE FOR YOUR COPY TODAY

## FLINTLOCK CORPORATION

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Detroit, U. S. A.



# The Art of Selling Electric Refrigeration

Experiences Related By A Successful Salesman  
In The Denver, Colorado Territory

## Utility and Pride of Ownership— The Two Main Sales Appeals

By Willis H. Parker

"There are five main reasons for buying anything," says L. A. McGrew of the Western Sales and Engineering Company, Denver, Colo., when speaking of his methods of selling electric refrigeration. "The first ranking reason is pride of ownership. The others are: (2) greed, (3) usefulness or utility, (4) thrift, (5) possession.

"The reasons why people buy electric refrigeration are generally included in the first (pride of ownership) and third (usefulness or utility). While it is a foregone conclusion that electric refrigeration is a utility and is useful, the sales resistance can often be broken down by appealing to pride of ownership, and, as for me, I strive to strike one of those two chords after I have my prospect interested in the subject."

Mr. McGrew has been selling electric refrigeration for a number of years. He was in the business when the investment cost of such a utility was above the ability of most people to possess—yet he was able to make sales. Now, the company he is with has numerous models of refrigeration units which are within the reach of any family that can afford a motorcycle and side car. In fact, the lowest prices are such as would cause many salesmen to tackle most any person as a prospect, and it is for this reason that many salesmen fail—they are none too careful in picking prospects. The sale really begins with a good list of prospects. How to get them and later, how appeal to them, is the secret of success.

Outside of those prospects which are obtained from friends, many of which are not worth the paper on which the names are written, Mr. McGrew uses two good methods to obtain lists.

### Door to Door Method

The first method is to select a district of the city and go from door to door, interviewing the housewife. It isn't necessary to get inside the house to plant the germ of desire for an electric refrigerator, for these germs will readily pass through a screen door. When the lady of the house comes to the door, McGrew frankly tells her his name and his business—no beating around the bush to see if she'd be interested or how the baby is. He tells his story in as short and concise a manner as possible. If the woman is interested in electric refrigeration, she'll invite him in. Then he can determine somewhat the line to follow—pride of ownership or utility.

If the house is well furnished with oriental rugs, for example, he knows that the woman has a pride of ownership. From a utility standpoint it is evident that a hundred dollar chair will not provide any better seating provisions than one costing a fourth that amount. It is evident from a utility standpoint that a \$500 rug will not wear much better than a \$50 one. Truly the family is proud to be able to possess such rich goods and there would be pride in having the kitchen equipped with the most modern of refrigeration appliances.

On the other hand, if the home is furnished in useful goods, every article designed to be used, though they may be expensive, the owner invests money on the utility basis. Certainly there is utility and usefulness in what McGrew is selling, so he dwells at length upon this angle.

However, in practically every case, both angles have to be touched upon and sometimes bringing in one angle after having dwelt upon the other will clinch the desire to possess, which in turn leads to the sale.

Before any sale is consummated, when the lady of the house is approached first, the husband must be interviewed. Having

aroused the woman's desire for an electric refrigerator, it is easy to interview the husband, either at his office or home at an hour previously selected by his wife.

There is an advantage in this method of selecting prospects, for the salesman has an opportunity to see into the house learn something of the furnishings, from which he can determine the ability of the prospect to meet the purchase price.

The second method is to take the city directory, select from the section giving street numbers and the occupants of houses bearing those numbers, and picking from them names of families owning the houses in which they reside. Knowing the community, he can determine the character of the people residing there.

Having obtained a few names, McGrew looks up the husband's business address and calls upon him first. He talks the advantages of electric refrigeration. After hearing of these advantages, the man soon asks, "How much do they cost?"

McGrew never tells him, remarking that the company makes several sizes, and that piping and wiring must be computed only after an investigation of the kitchen, basement and the present ice box has been made. He suggests that he be relieved of quoting a price until he has visited the man's home and examined conditions. If the prospect is interested, he will arrange a convenient time for McGrew to meet him and his wife in the kitchen. There McGrew measures the icebox and while he's doing this continues his talk of electric refrigeration for the wife's benefit. He's generally good on remembering the names of a dozen or more persons already possessing them, and in the course of his lecture mentions their names quite casually.

### Owners Suggest Others

"Out of a dozen names of owners, there should be at least one that Mrs. Prospect knows, and it generally brings forth the remark, 'Oh, has she one?' or 'That's right, she does have one!' and the first principle—pride of ownership—has an inning," declared Mr. McGrew. "Most any woman would be proud to own an electric refrigerator in the same manner that most any woman would be proud to ride down the street in a Pierce-Arrow automobile. A Ford would get her to her destination, but she wouldn't have the pride in ownership that a Pierce-Arrow would give her. So the possibility of being able to show her friends something exceptionally nice has some influence on her wish for an electric refrigerator.

"If my mentioning the names of persons owning electric refrigerators does not arouse a comment having a tone of the pride of ownership principle, I continue along the lines of utility, mentioning the

excellent keeping qualities experienced by Mrs. So-and-So with milk and food products; how another woman learned a new trick of freezing raspberry jam into an ice by using the ice making qualities of the machine; how a certain man who is very fond of round steak has his steaks cut thick and the right size to fit into one of the ice pans, whereupon they are frozen stiff for a few days and then the contact of the iced meat against the hot skillet breaks down the fibers in the meat and results in a steak more tender than a sirloin or porterhouse.

"Naturally I use the general arguments of cost and savings as any other electric refrigerator salesman would use. But these common used arguments would not make a sale if the prospect was not interested in the first place, or could not afford to make such a purchase. I pick my prospects carefully before I go to work on them, and save myself a lot of wasted effort. Out of the prospects obtained by my two main plans—those which are sufficiently interested to grant me a second interview—I sell at least 50 per cent."

Calling back, ostensibly to see how the machine is working, is a third good way to get prospects. The electric refrigerator owner is like the owner of a new automobile, proud to show it off. Visitors to the home generally are taken to the kitchen before they leave, to see the machine. The hostess unconsciously notes remarks made by her guests. When the salesman comes around, she'll tell about Mrs. So-and-So being over, and what she said about the refrigeration unit. McGrew gets many cues in this way. He calls back not only once or twice, but he may call back for several weeks and in nearly every instance he picks up one or two prospects and some of the prospects are real live ones.

## B. C. FORBES QUOTES FRIGIDAIRE MAN

Dayton Experience Basis for  
Comments on Employee  
Relations

In his regular column in The Detroit Evening Times, January 7, B. C. Forbes, well known editor and writer on financial and industrial subjects, uses material obtained from the field of electric refrigeration to comment on the employee and his relation to management, as follows:

The answers come, not from me, but from a man who has had mature experience in the actual handling of large forces of employees, Thomas B. Fordham, works manager of the Delco-Light Company. He is no theorist. He has learned from everyday experience in shop and factory, from years of mingling with men and earnestly seeking to find the best solution to what still is a serious problem in many enterprises.

What does he say?

First, he declares in a comprehensive letter to the writer that, to do his best work, a man must be happy. The driver is being replaced as department head and foreman by the leader, described by Mr. Fordham as "one whom others are willing to follow because they know he will make them happy and will benefit them."

Many of the efforts now being made to train foremen are unsound, declares this authority. Very often a skillful operator in a department is "taken from his job of handling materials to secure production and made foreman over other men whom he must handle to secure production. He knows the material side of his job, but, unless he is of unusual caliber and personality he does not know the human side of his job."

Mr. Fordham continues:

"It is my conviction that the factory man does not want, nor does he 'enjoy' any of the elements of paternalism that have been practiced under the guise of human relations in industry during recent years.

"I believe a man's wants in the place where he works are few, but they are vital.

"First of these is suitable pay. By suitable pay I mean sufficient to enable him to maintain his standard of living in the community where he lives.

"Second: A fit place in which to work. That is, environment satisfactory from the standpoint of cleanliness, orderliness, and social relations.

"Third: A good man to work for. The leader type of foreman.

"Fourth: A steady job. Many industries today are subject to such seasonal activities as to cause a most unsatisfactory degree of depression to exist over the activities of their employees through mental worry and disinterest.

"Fifth: Some chance for advancement. Every man wants to advance. This does not necessarily mean more pay, but may be improved conditions in his community, his standard of living, his social environment, etc., etc.

"The industry devoting its work on 'human relations' to these subjects will find the key to satisfactory results."

He adds:

"There are two other items of importance also to be considered:

"First: When a new employee has been hired, endeavor to sell him on the business. Ordinarily much is spent advertising the company's name and product to a more or less disinterested public, but very little is spent to advertise that same company and product to a new employee. HIS interest should also be aroused and maintained.

"Second: Efforts for the maintenance of health among employees should be as strenuous as those endeavors ordinarily made for the maintenance of equipment."

It would be interesting to hear from workers how near this comes to meeting their ideas of how they and their fellows like to be treated.

(Copyright, 1927, by B. C. Forbes.)

## New and Valuable Use For Electric Refrigeration

"I have become a great advocate of electric refrigeration since my New Year's Eve celebration," says a Detroit, Mich., barber. "I find these little ice cubes placed inside a rubber bathing cap are just the thing for the head the morning after, and by the time they are melted one has a fresh supply."

While Thomas A. Edison is credited at the U. S. Patent Office with about 1,000 inventions, mostly electrical, he is said to claim only one as original—the phonograph. He says his principal business is gathering other men's half-baked ideas and making them practical—as in the case of the other 999 patents.

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